

CIGARETTE REPORT FORM

00289

- (1) YEAR COVERED: 1991
- (2) BRAND FAMILY NAME: Merit GENERIC: (check if generic)
- (3) VARIETY DESCRIPTION: Ultima
- (4) PRODUCT LENGTH: 100 - 100 mm
- (5) FILTER: X NON-FILTER: (check one)
- (6) VENTILATED: X NON-VENTILATED: (check one)
- (7) HARD PACK: SOFT PACK: X (check one)
- (8) MENTHOL: NON-MENTHOL: X OTHER: (check one)
- (9) NUMBER PER PACK: 20
- (10) "TAR": 2 NICOTINE: 0.2 CO. 5
- (11) VARIETY UNIT SALES:
- (12) VARIETY DOLLAR SALES:
- (13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

- (14) CAT-A-EXPENSES (Newspapers): \$0
- (15) CAT-B-EXPENSES (Magazines): 0
- (16) CAT-C-EXPENSES (Outdoor): 0
- (17) CAT-D-EXPENSES (Audio Visual): 0
- (18) CAT-E-EXPENSES (Public Transport.): 0
- (19) CAT-F-EXPENSES (Direct Mail): 0
- (20) CAT-G-EXPENSES (Point of Sale): 0
- (21) CAT-H-EXPENSES (Promotional Allowances): 0
- (22) CAT-I-EXPENSES (Sampling): 0
- (23) CAT-J-EXPENSES (Items): 0
- (24) CAT-K-EXPENSES (Public Entertainment): 0
- (25) CAT-L-EXPENSES (Endorsement): 0
- (26) CAT-M-EXPENSES (Retail Value & Coupon): 0
- (27) CAT-N-EXPENSES (All Others): 0
- (28) TOTAL REPORTABLE EXPENDITURES FOR VARIETY: \$0
- (29) SPORTS & SPORTING EVENTS: 0

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(5) FILTER: X NON-FILTER: (check one)
(6) VENTILATED: X NON-VENTILATED: (check one)
(7) HARD PACK: X SOFT PACK: (check one)
(8) MENTHOL: NON-MENTHOL: X OTHER: (check one)
(9) NUMBER PER PACK: 20
(10) "TAR": 2 NICOTINE: 0.2 CO. 5
(11) VARIETY UNIT SALES:
(12) VARIETY DOLLAR SALES:
(13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

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(22) CAT-I-EXPENSES (Sampling): 0
(23) CAT-J-EXPENSES (Items): 0
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(29) SPORTS & SPORTING EVENTS: 0

CIGARETTE REPORT FORM

- (1) YEAR COVERED: 1991
(2) BRAND FAMILY NAME: Merit GENERIC: (check if generic)
(3) VARIETY DESCRIPTION: Ultima
(4) PRODUCT LENGTH: King - 84mm
(5) FILTER: X NON-FILTER: (check one)
(6) VENTILATED: X NON-VENTILATED: (check one)
(7) HARD PACK: SOFT PACK: X (check one)
(8) MENTHOL: NON-MENTHOL: X OTHER: (check one)
(9) NUMBER PER PACK: 20
(10) "TAR": 1 NICOTINE: 0.1 CO. 3
(11) VARIETY UNIT SALES:
(12) VARIETY DOLLAR SALES:
(13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

- (14) CAT-A-EXPENSES (Newspapers): \$0
(15) CAT-B-EXPENSES (Magazines): 0
(16) CAT-C-EXPENSES (Outdoor): 0
(17) CAT-D-EXPENSES (Audio Visual): 0
(18) CAT-E-EXPENSES (Public Transport.): 0
(19) CAT-F-EXPENSES (Direct Mail): 0
(20) CAT-G-EXPENSES (Point of Sale): 0
(21) CAT-H-EXPENSES (Promotional Allowances): 0
(22) CAT-I-EXPENSES (Sampling): 0
(23) CAT-J-EXPENSES (Items): 0
(24) CAT-K-EXPENSES (Public Entertainment): 0
(25) CAT-L-EXPENSES (Endorsement): 0
(26) CAT-M-EXPENSES (Retail Value & Coupon): 0
(27) CAT-N-EXPENSES (All Others): 0
(28) TOTAL REPORTABLE EXPENDITURES FOR VARIETY: \$0
(29) SPORTS & SPORTING EVENTS: 0

CIGARETTE REPORT FORM

00286

- (1) YEAR COVERED: 1991
- (2) BRAND FAMILY NAME: Merit GENERIC: (check if generic)
- (3) VARIETY DESCRIPTION: Ultima
- (4) PRODUCT LENGTH: King - 83 mm
- (5) FILTER: X NON-FILTER: (check one)
- (6) VENTILATED: X NON-VENTILATED: (check one)
- (7) HARD PACK: X SOFT PACK: (check one)
- (8) MENTHOL: NON-MENTHOL: X OTHER: (check one)
- (9) NUMBER PER PACK: 20
- (10) "TAR": / NICOTINE: 0.1 CO. 3
- (11) VARIETY UNIT SALES:
- (12) VARIETY DOLLAR SALES:
- (13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

- (14) CAT-A-EXPENSES (Newspapers): \$0
- (15) CAT-B-EXPENSES (Magazines): 0
- (16) CAT-C-EXPENSES (Outdoor): 0
- (17) CAT-D-EXPENSES (Audio Visual): 0
- (18) CAT-E-EXPENSES (Public Transport.): 0
- (19) CAT-F-EXPENSES (Direct Mail): 0
- (20) CAT-G-EXPENSES (Point of Sale): 0
- (21) CAT-H-EXPENSES (Promotional Allowances): 0
- (22) CAT-I-EXPENSES (Sampling): 0
- (23) CAT-J-EXPENSES (Items): 0
- (24) CAT-K-EXPENSES (Public Entertainment): 0
- (25) CAT-L-EXPENSES (Endorsement): 0
- (26) CAT-M-EXPENSES (Retail Value & Coupon): 0
- (27) CAT-N-EXPENSES (All Others): 0
- (28) TOTAL REPORTABLE EXPENDITURES FOR VARIETY: \$0
- (29) SPORTS & SPORTING EVENTS: 0